

SAMOAN HERITAGE INITIATIVE PROGRAM

"Upega Matalili'i"

JULY 29TH - AUGUST 1ST, 2023



Governor's Heritage Message 2023



As Samoans, the Fa'a-Samoa is the pillar of our existence – it is our roadmap for living. Every Samoan, past, future, and present, is interconnected through the traditions prescribed to us by the Faa-Samoa. It is this inherent bond that compels us to form communities or 'aiga when we travel to and settle in different parts of the world. When beyond the shores of our home, Samoa, our heritage is what binds us.

To celebrate our heritage is to honor our tofi (inheritance). As the former Head of State of Samoa, his Highness Tui Atua Tupua Tamasese Efi once stated, "I am not an individual, I share a tofi with my family, my village, and my nation." We must never forget that the Fa'a-Samoa is our inheritance which grants us the innate understanding of our tofi – the God given gift that emphasizes our responsibility to our Samoan heritage.

Through initiatives that promote Samoan language and perpetuate our customs and traditions, we hope to contribute to the collective efforts of all Samoan communities in the preservation of the Fa'aSamoa. The Samoan Heritage Initiative Program highlights what makes us Samoan – our rich culture, our poetic language, and our firm traditions.

The Fa'aSamoa thrives today because our ancestors refused to remain static in an ever-changing world. We honor their legacy through the numerous Samoan communities that thrive in different parts of the world. Through them we learn that being Samoan is not dictated by place of birth but by our shared identity as people of Samoa; for without Samoan people there would be no Samoa.

Along with our shared identity we also have a shared responsibility to continue the work of our ancestors by instilling in our youth our core values of love, respect, and humility. Just as a farmer must be diligent in tending to his plantation so that it may flourish, we too must be diligent in cultivating and nurturing our Fa'a-Samoa. We must encourage our youth to take hold of their tofi and nourish their sense of ownership to our Samoan Heritage.

I wish you all a Happy Samoan Heritage Week!

Governor Lemanu P. S. Mauga

“UPEGA MATALILI”

The Samoan Heritage Festival was first articulated and implemented in 2009, with the emphasis on reawakening the importance of culture for the young Samoan growing up in Hawaii. However, several years later and after changes of leadership the program was halted. The current Administration realizing the importance of providing opportunities for the Samoan community to gather and problem-solve together and, coupled with recent prompts of the local clergy to bring back the Heritage Festival, set the foundation of this initiative. Heritage Week and the process leading up to it enabled the revisit of cultural beliefs and practices across the community and contributed to finding remedies for growing social concerns among our population.

The American Samoa Government office in Hawaii (ASGHI) in spearheading the initiative has gathered the support of local church leaders, traditional leaders, Hawaii leaders and local businesses to participate and promote Heritage Week. Including all stakeholders in this effort is a great need to reach as many Samoans as possible. The initiative would provide information not only on our culture, but also provide information on opportunities for educational, economic, and social opportunities available.

The community is an integral part of this event. Networking and building a long-lasting relationship with our community will help to strengthen the bond with our culture and traditions. We must invest in our young people and help provide the tools for them to succeed in this vastly different world from Samoa. Educating our people not only through the western world lens, but also through the eyes of our elders which cannot be learned in the regular classroom setting. Now is the most opportune time to access the wealth of knowledge of the dwindling 4.3% of our population that is over the age of 65, to teach and mentor our younger generation in perpetuation of our language and cultural arts and skills. Observing, participating, and modeling what is being taught is a process that is continual, and we envision this event becoming annual.

Mission:

The mission and drive of Heritage Week is to effect positive change in our young Samoan children and young adults who may be in high-risk situations in relation to education, health issues and social-economic circumstances in Hawaii. The program hopes to achieve these positive four pillars: **Lau Aganu’u (Culture), Lau Gagana (Language), Lou Soifua Malōlōina (Health) and Lou Lumana’i (Education/Employment)**

*O mea uma na o le aganu’u, gagana, lumana’i, soifua malōlōina
e autu uma i le olaga o le tagata Samoa.
O le Samoa, e tapena mai lava lona olaga
i totonu o le aiga, maota ma nu’u, le maota o le faifeau
ma tu’u atu i a’oa’oga o le poto salalau
ua matuā saunia lelei e fagota i so’o se oga sami o le olaga.
E fa’amoemoe e toe fo’i mai ma se i’a
auā le tapuaiga a le aiga.
O oa o le upega matalili’i ua saunia mo le faiva.
Timu, M. (2022)*



Lau Aganu'u:

“Culture is a defining feature of a person’s identity, contributing to how they see themselves and the groups with which they identify. Language is intrinsic to the expression of culture. As a means of communicating values, beliefs, and customs, it has an important social function and fosters feelings of group identity and solidarity. It is how culture, and its traditions and shared values may be conveyed and preserved” (Racismnoway.com.au, 2000). Thus, teaching the language to our youth sets the foundation of them making the connection to our culture.

Dissemination of available Samoan Language curriculums and resources will be accomplished through faith-based organizations leading up to the heritage festival.

Lau Gagana:

It is also the vision in the revival of the Heritage Initiative to bring our different generations together in a safe environment to learn from one another. Consistent with being an oral tradition, the older generation will be able to relay how our ancestors passed on our history through song, dance, cultural arts (tapa making, weaving, carvings, tatau, etc.) to the younger ones. Through story-telling and hands-on participation in making the umu and other daily activities of the young Samoan of old, it is the endeavor that the young Samoan of today will then research and query their grandparents about the fa’aSamoa and formulate essays, artworks, and cultural identity basis.

Lou Lumana’i:

Lou Lumana’i will rally education and employment affiliates in addressing matters in relation to job readiness and education preparedness for various careers. Military recruiters, college representatives, GED counselors, and graduation programs with the high schools (AVID, etc) will participate in workshops with our church youth groups leading up to and during Heritage Week. Additional assessment of job skills and workshops/seminars to raise the competitiveness of our people in the workforce will also take place. Job fairs with the State, City and County, and private sector employers will be conducted as well.

Lou Soifua Malōlōina:

Lou Soifua Malōlōina is commissioned to alleviate health concerns prevalent in our community. Covid vaccinations drives, prediabetes screening of the youth, sports, biggest loser competitions (groups/individuals), healthier eating habits, nutrition workshops, how to make traditional dishes healthier, and athletic leagues to combat obesity and doubly to reinforce community bonds across the various faith-based groups will be the main objectives of this program. During Heritage Week recognition of accomplishments, introduction of programs to solicit new participants, and the start of new leagues and competitions will be announced and awarded.

Heritage Week provides a non-threatening vehicle to mobilize the resources available to our Samoan community. This will empower our community as whole to reach back to our roots and

cultural values to better navigate forward in this fast-changing world, to better meet the needs of our people economically, physically, and spiritually.

Marriage of SHIP and Upega Matalili'i:

As we were trying to find a way for our people connect with the mission and vision, the Samoa Heritage Initiative Program found that an "alia" a double hulled canoe joined together by a deck is something that is familiar to our people. The 'alia was used as a metaphor for our journey in the 21st century. The two hulls are represented by the two pillars of Lau Gagana and Lau Aganu'u, the sails are Lou Soifua Maloloina and Lou Lumanat. The foundation or deck is founded on God.

Upega Matalili'i was the vision of the journey. For the journey to be successful the fisherman must have been equipped with his language and culture. Also, must be healthy to help him/her in the journey ahead because there will be many storms in Lou Lumana'i. The fisherman has the right type of fishing net so that all types of fish will be caught in the net, small, medium, and large. The fisherman must remember that his/her family are praying and supporting his/her journey and that they will return successful.



S.H.I.P. MAP 2023

	Entrance		Samoan Cultural Display UH, Tatau
	Car Clubs		First Aid
	Restrooms		Bouncy House
	Portable Restrooms		Oil Barrels
	VIP Portables		Real Estate
			Military Recruiting Station/ Army National Guard



Samoan Heritage

FESTIVAL 2023



Samoan
Heritage
Initiative
Program



07:30 am - 08:15 am VIP Guests Arrival at Keehi Lagoon Park | DJ Desmond

08:15 am - 08:45 am Performance | Marine Corps Forces Pacific Band

08:45 am - 09:00 am Fa'afeiloa'iga | To'oto'o Tauese Sunia

09:00 am - 10:00 am Parade | Passing Review | Emcee: Tuifagaloa
Lead By US Marine Corps Band

Miss Samoa - Hawaii | Miss American Samoa | Miss
Samoa Tribal Council Alaska

Toa o Samoa | Veterans

Ava | EFKAS Kanana Fou | FT Lafitaga

Sinoti Metotisi | Sea Nuusa

EFKS Waimanalo | FT Soa

Amataga Fou | Rev Levaula

Lighthouse Outreach Center | Pastor Hunkin

Katoliko Samoa i Hawaii | Father Falaniko

Mali Kai Samoan Ward | Bishop Suaava

Waipahu 1st Samoan Ward | Bishop Sagapolutele

EFKAS Waianae Samoan Church | Rev Papu

Good Samaritan Church | Rev Sataraka

Samoan College Students

- a. UH Manoa
- b. Chaminade
- c. BYU-H
- d. UH-HILO

Cricket Teams

- a. Keehi Boyz
- b. Samoa 2 Da Bone
- c. Uso Fealofani
- d. Uso 2 Ofe
- e. Teine O Le Motu
- f. Moli O Le Ava

JULY 29, 2023 | SATURDAY

Business Partners | Others
a. Grace Mortuary
b. Humana
c. Veterans Affairs | VetCenter
d. Laban Homes
e. Intersections Toa O Le Afi
All Car Clubs | Show & Shine



10:00 am - 10:15 am

Invocation | FTS Falelua Lafitaga

10:15 am - 10:45 am

Governor's Address

Honorable Governor Lemanu P.S. Mauga
American Samoa

Honorable Governor Josh Green
Hawaii

*American Samoa National Guard
Oath of Enlistment Ceremony*

10:45 am - 11:30 am

Ava o Feiloaiga | Kanana Fou Autalavou

11:30 pm - 1:00 pm

Lunch for VIP | Music by John Akapo

1:00 pm - 4:50 pm

Cultural Games | Church Autalavou

1:00 pm - 1:30 pm: Lalaga 'Ato | Lalaga Ma'ilo
1:30 pm - 2:00 pm: Fofu'ega Fa'i | O'aga Popo
2:00 pm - 2:30 pm: Atualoa
2:30 pm - 3:00 pm: Uili Paelo | Tu'uga Taga
3:00 pm - 3:30 pm: Tosoga Maea
3:30 pm - 4:00 pm: Taga-ti'a

4:50 pm - 5:00 pm

Benediction | Bishop Siufalala Sagapolutele

2:00 pm - 6:00 pm

Heritage Show & Shine | All Car Clubs

6:00 pm - 9:00 pm

Clean Up | Set Up For Sunday Event

10:00 pm - 6:00 am

Park Closed | Security Sweep

JULY 29, 2023 | SATURDAY

SAUNIGA LOTU
E TATALA ALOAIA AI LE FA'AMOEMOE MO LE
Samoa Heritage Initiative Program
IULAI 30, 2023 | KANANA FOU CHURCH | 10:00 AM



Samoa
Heritage
Initiative
Program

Valaau Tapua'i:

Susuga T●eaina Falelua Lafitaga (FTS)
Kanana Fou Church - EFKAS

Amata L●tu:

Fa'alap●t●p●t●ga
"Afi● Mai, Iesu E"

Tatal● Agaga Paia:

Ta'ita'i

Pese:

Aufaipese Sin●ti Met●tisi

Tatal● Tele:

Susuga T●eaina Fuamaila S●a (FTS)
EFKS - Waimanal●

Pese:

Sam●an Gospel Heralds

Pese:

Aufaipese Amataga Fou

Tusi Paia

✕ Feagaiga Tuai:

Susuga Pelupelu Amiatuat●lu
Failautusi - Sin●ti Met●tisi

✕ Feagaiga Fou:

Susuga Malae●t●figa Levaula
Fa'afeagaiga - Amataga Fou

Pese:

Aufaipese EFKS - Waimanal●

Lauga:

Ta'ita'i

Pese:

EFKAS - Kanana Fou

Saun●aga Fa'apit●a

Afi●ga Lemanu P.S. Mauga
Kovana Sili ● Amerika Sam●a

Pese Fa'ai'u:

Fa'alap●t●p●t●ga
"L●ta Nu'u"

Tatal● Fa'amanuiaga:

Ta'ita'i

JULY 30, 2023 | SUNDAY

Spiritual Night



Samoa
Heritage
Initiative
Program

JULY 30, 2023 | SUNDAY

4:00 pm – 4:30 pm

VIP Guests Arrival | DJ Desmond

4:30 pm – 4:45 pm

Singspiration & Prelude | Samoan Gospel Heralds

4:45 pm – 4:50 pm

Invocation | Rev Frank Papu

4:50 pm – 5:30 pm

Welcome Remarks | To'oto'o Tauese Sunia

5:30 pm

VIP Dinner | Music By DJ Desmond

5:30 pm – 8:30 pm

Fa'aevagelia | Worship Dance | Emcee: Tuifagaloa

Lighthouse Outreach Center | Pastor Hunkin

Good Samaritan Worship Center | Rev Sataraka

Maili Kai Samoan Ward | Bishop Suaava

Amataga Fou | Rev Levaula

EFKS Waimanalo | FT Soa

EFKAS Waianae | Rev Papu

Katoliko Samoa i Hawaii | Father Falaniko

Waipahu 1st Samoan Ward | Bishop Sagapolutele

Kanana Fou Church | FT Lafitaga

Sinoti Metotisi | Sea Nuusa

8:30 pm – 8:35 pm

Benediction | Rev Frank Papu

8:35 pm – 9:00 pm

Clean up | Set Up For Monday Event

10:00 pm - 6:00 am

Park Closed | Security Sweep

Day Events



Samoan
Heritage
Initiative
Program

7:00 am - 3:00 pm **CRICKET SEMI-FINALS | TOP 4**

7:00 am - 9:00 am Game 1 | Women

9:00 am - 11:00 am Game 2 | Men

11:00 am - 1:00 pm Game 3 | Women

1:00 pm - 3:00 pm Game 4 | Men

10:00 am - 2:00 pm **COMMUNITY BOOTHS**

Booth 1 First Aid

Booth 2 Humana | Veterans Affairs | Veteran Center

Booth 3 Laban Homes Hawaii

Booth 4 Waianae Comprehensive Center

Booth 5 Samoan Cultural Display | Tatau

Booth 6 Military Recruiting & Information

Booth 7 College Information | Chaminade/UH-Manoa/UH-Hilo/HPU/BYUH



JULY 31, 2023 | MONDAY

Aganui'u Night



Samoan
Heritage
Initiative
Program

4:00 pm – 5:00 pm

VIP Guests Arrival | DJ Desmond

5:00 pm - 5:30 pm

Invocation | Rev Malaeotofiga Levaula

5:30 pm - 5:45 pm

Welcome Remarks | To'oto'o Tauese Sunia

5:45 pm

VIP Dinner

Performances By | Taupou Manaia | UH-Hilo Students

6:00 pm – 8:55 pm

Siva Samoa | Emcee: Tuifagaloa

Waipahu 1st Samoan Ward | Bishop Sagapolutele

EFKS Waimanalo | FT Fuamaila Soa

Amataga Fou | Rev Levaula

Lighthouse Outreach Center | Pastor Hunkin

Maili Kai Samoan Ward | Bishop Suaava

Sinoti Metotisi | Sea Nuusa

Katoliko Samoa i Hawaii | Father Falaniko

Kanana Fou | FT Lafitaga

8:55 pm - 9:00 pm

Special Performance By
Intersections Toa O Le Afi

9:00 pm – 9:05 pm

Benediction | Rev Malaeotofiga Levaula

9:05 pm – 9:30 pm

Clean up | Set Up For Tuesday Event

10:00 pm - 6:00 am

Park Closed | Security Sweep

JULY 31, 2023 | MONDAY

Day Events



Samoan
Heritage
Initiative
Program

7:00 am - 3:00 pm

CRICKET CHAMPTIONSHIP

7:00 am - 9:00 am

Game 1 | Women | 3 vs 4

9:00 am - 11:00 am

Game 2 | Men | 3 vs 4

11:00 am - 1:00 pm

Game 3 | Women | Heritage Championship Game

1:00 pm - 3:00 pm

Game 4 | Men | Heritage Championship Game

10:00 am - 2:00 pm

COMMUNITY BOOTHS

Booth 1

First Aid

Booth 2

Humana | Veterans Affairs | Veteran Center

Booth 3

Laban Homes Hawaii

Booth 4

Waianae Comprehensive Center

Booth 5

Samoan Cultural Display | Tatau

Booth 6

Military Recruiting & Information

Booth 7

College Information | Chaminade/UH-Manoa/UH-Hilo/HPU/BYUH



AUGUST 1, 2023 | TUESDAY

International Night



Samoan
Heritage
Initiative
Program

4:00 pm – 5:00 pm

VIP Guests Arrival | DJ Desmond

5:00 pm - 5:05 pm

Invocation: Sea Koneferenisi Nuusa

5:05 pm - 5:30 pm

Welcome Remarks | To'oto'o Tauese Sunia

5:30 pm

VIP Dinner

5:45 pm – 8:45 pm

International Ethnic Dances | Emcee: Tuifagaloa

Kanana Fou Church | FT Lafitaga

Maili Kai Samoan Ward | Bishop Suaava

Amataga Fou | Rev Levaula

Lighthouse Outreach Center | Pastor Hunkin

EFKAS Waianae | Rev Papu

Katoliko Samoa i Hawaii | Father Falaniko

Waipahu 1st Samoan Ward | Bishop Sagapolutele

Sinoti Metotisi | Sea Koneferenisi Nuusa

8:45 pm – 8:55 pm

Award Ceremony

8:55 pm - 9:00 pm

Special Performance By
Intersections Toa O Le Afi

9:00 pm – 9:10 pm

Benediction | Invocation: Sea Koneferenisi Nuusa
“Lota Nu’u”

9:15 pm – 10:00 pm

Clean up

10:00 pm – 6:00 am

Park Closed | Security Sweep

AUGUST 1, 2023 | TUESDAY

A Message of Thanks from the Lt. Governor

On behalf of Governor Lemanu, the Government, and people of American Samoa, I take this opportunity to express our warmest thanks for this 2023 Samoan Heritage Initiative Program Festival.

I begin by acknowledging the great ‘āina which Samoan residents call home today in the State of Hawaii—the land and sea which belong to the Native Hawaiian people. We honor the sacred relationship between the

Native Hawaiian and Samoan peoples, which is thousands of years old and continues today with our Samoan diaspora in Hawaii and the many Native Hawaiians who call Samoa home today. There is a Hawaiian proverb which says “Ua ola loko i ke aloha”, which speaks to how aloha/alofa breathes life into everything. We hope that our Heritage Week program breathes life into this great ‘āina and contributes to this ‘āina in meaningful ways. We thank the organizers, stakeholders, and participants in this year’s Heritage Week for having the tofā, the foresight to use this program to revitalize and honor our Samoan culture for the people of Samoa here in Hawaii. It is our sincerest hope that the focus on “Upega Matalili’i” rekindles the Samoan spirit we need to perform our mission as Samoans, wherever we are in this world.

I therefore end this message by encouraging our Samoan community to not let this week or message be a closing, but the beginning of something special and ongoing so that our youth can have a home that serves the Lord and honors the Samoan way.

Ia fa’amanuia Le Alii ia te outou uma. Manuia le tapuaiga i le Motu Sā ma le Fale Sefulu, fa’apea fo’i le tapuaiga ia Tumua ma Pule. Soifua.

Lieutenant Governor Talauega E. V. Ale

